

# BASIC TRAINING & BEYOND

## DAY TWO

**We will begin**  
**at 9:15 a.m.**

- Getting Clients
- Marketing & Branding
- Client Relations
- Productivity and Technology

Where do I start?

Once you have completed the requirements of creating a law firm,  
**you need to sell something.**

Marketing

# DC Rules of Professional Conduct

[7.1](#) and [7.5](#)

# Rule 7.1

(a) A lawyer shall not make a **false or misleading communication** about the lawyer or the lawyer's services. A communication is false or misleading if it:

(1) Contains a **material misrepresentation** of fact or law, or **omits a fact** necessary to make the statement considered as a whole not materially misleading; or

(2) **Contains an assertion** about the lawyer or the lawyer's services **that cannot be substantiated.**

# Rule 7.1 Comment (1)

[1] ...It is especially important that statements about a lawyer or the lawyer's services be **accurate**, since many **members of the public lack detailed knowledge of legal matters**. Certain advertisements such as those that describe the **amount of a damage award**, the **lawyer's record in obtaining favorable verdicts**, or those containing **client endorsements**, unless suitably qualified, have a **capacity to mislead** by creating an **unjustified expectation that similar results can be obtained for others**. Advertisements **comparing the lawyer's services with those of other lawyers** are false or misleading if the claims made **cannot be substantiated**.

## **Rule 7.1 Comment (7) - Referrals**

[7] A lawyer **may agree to refer clients to another lawyer or a nonlawyer professional**, in return for the undertaking of that person to refer clients or customers to the lawyer. Such reciprocal referral arrangements **must not interfere with the lawyer's professional judgment** as to making referrals or as to providing substantive legal services... a lawyer who receives referrals...**must not pay money** or give **anything of material value** solely for the referral, but the lawyer does not violate paragraph (c) of this Rule by agreeing to refer clients to the other lawyer or nonlawyer professional, so long as the reciprocal referral agreement is **not exclusive** and the **client is informed** of the referral agreement.



# **The Soft Launch**

**“Start before you're ready.”**

**“Don't think. Act. We can always revise and revisit once we've acted. But we can accomplish nothing until we act.”**

**“Once we commit to action, the worst thing we can do is to stop.”**

— Steven Pressfield, [Do the Work](#)

Don't be afraid of the **soft launch**.

A **soft launch** is when you make your services known or available to a **select group of people**.

**Pick one specific service  
and find someone to pay you for it.**

It doesn't matter if it's a simple will, uncontested divorce, or a complicated real estate transaction.

**Sell something *first*.**

# **Ideas for a soft launch:**

- Send personalized emails to a select group of contacts about your service
- Create a video message about your launch
- Print postcards about a specific service

**Sell yourself and the problems you solve first,  
then work on the rest.**

**If you can't sell it, you don't have a business.**

# What's your marketing budget?

**“If you only have \$500, take someone who refers you cases out to dinner.”**

**30% of lawyers don't have a marketing budget**

0% of solos said they were sitting down and budgeting on marketing

29% of 2-9 lawyer firms have a marketing budget

39% of solos do not have a website.

12% of respondents in firms of 2-9 lawyers do not have a website.

# KNOW WHAT YOU'RE SELLING

**WHO** – Who are your legal services for? Who is the ideal client who will benefit most from what you have to offer?

**WHAT** – What legal services are you selling? The more specific you can get about what you're offering, the better.

**WHEN** – Is there a time frame for your legal services? How long will it take to deliver what you're offering?

**WHERE** – Where do people engage you? On your website, over Zoom, in person? Where can they find out more information?

**HOW** – How do you work? What is your intake process and how do you bill for your services? How will you solve their problem?



If you don't enjoy the selling, if you can't do it, or find you can only do it by slashing your prices, you should reconsider your plan.

**Prioritizing sales will force you to figure out whether opening your own office really makes sense for you.**

**How do you get your first, second, third, and twenty-third clients?**

**Have a plan and follow it.**

Getting clients is hard when you resist, procrastinate, avoid, or decide you have a magic alternative that enables you to sell legal services without selling.

## Create a contact list:

- Spreadsheet
- [Mailchimp contact management](#)
- [Clio Grow](#)
- Contact management software

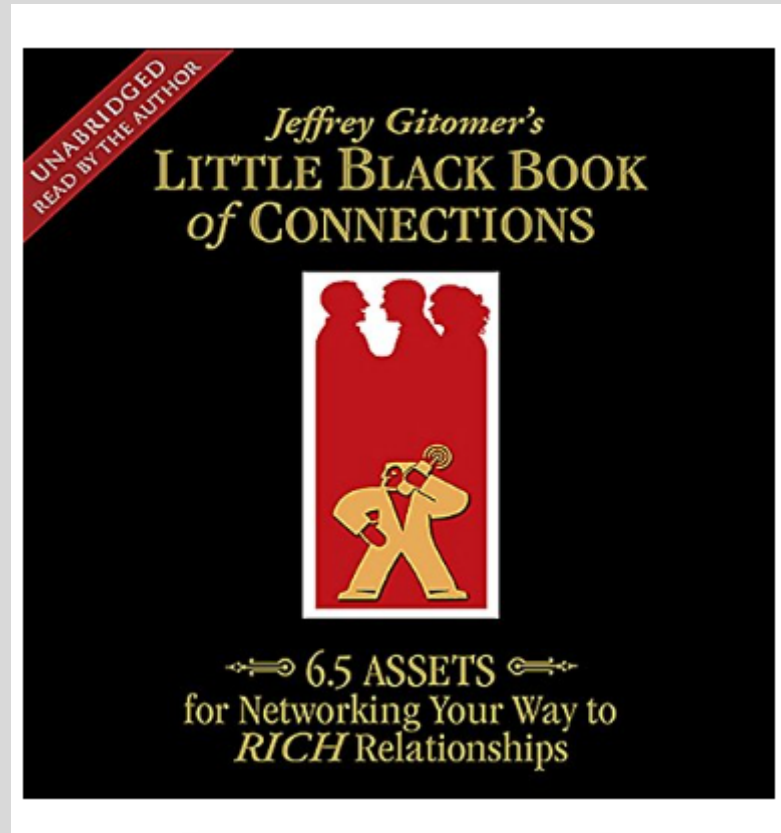
**81% of legal consumers seek referrals** before retaining an attorney or firm

**Contact everyone you know to let them know what you are doing.**

This can be one (or ideally more) of the following:

- Printed announcement
- Emails
- Lunches with your network
- Law firm launch event
- Social media post

# Need help networking?



[The Little Black Book of Connections: 6.5 Assets for Networking Your Way to Rich Relationships](#)

## **When you contact individuals on your list, do the following:**

- Explain your passion for helping people with legal problems
- Describe the specific problem(s) you solve
- Ask your contacts if they know anyone who needs your services.
- Ask contacts to let their network know that you're available and ready to work.

# Meet and Reconnect with Contacts

- **Meet other small firm attorneys** – both in your practice area and other practice areas
- **Meet with other professionals** who could make referrals to you (financial advisors, mental health professionals, realtors, etc.)
- **Meet in person** if possible – coffee, lunch, etc.
- **Ask questions** – get to know them, ask to hear their story, ask for advice, let them know what kind of work you are looking to do



# Without a consistent referral network, you'll likely end up:

- **Taking cases you don't want** to cover your overhead
- **Chasing or writing off fees** from clients who are unable or unwilling to pay
- Spending time on consults where you're **always selling yourself**
- Unable to grow because **you don't have consistent case volume**, or **don't make enough profit** on the cases you have

## When seeking referrals...

- You need to be clear what business you ***actually want***
- Who is your **ideal client**?

## **Ideal clients**

- Have a problem you are competent to solve
- Are people you enjoy working with
- Can afford to pay your fee

Who is your **ideal client**?



# Ideal client “Persona”

Talk to former and prospective clients to find out:

- **Background**
- **Demographic information** – gender, age, income, location
- **Psychographics** – ambitions, values, opinions/beliefs
- **Behavior** – who do they ask for recommendations, what do they respond to, how they learn about you
- **Challenges/pain points**
- **How do you help?**

When you determine

- 1) Who your ideal client is
- 2) What problem they have
- 3) How they discover they have this problem
- 4) What actions they take when they discover they have this problem

You can gear your marketing efforts towards reaching them *early* in their **problem recognition process**.

# The ideal client's problem recognition process:

- I think I've got a problem...
- Maybe it will go away...
- Can I solve it myself?
- Do I need a lawyer?
- Who is the right lawyer for me?



The old Yellow Pages ads are aimed at the last stage of the problem recognition process:

**Who is the right lawyer for me?**



An effective marketing plan will **reach ideal clients early in their problem recognition process.**

Developing content that **informs and educates** clients about their problem helps reach clients early in the process.

**Attract clients you want, repel those you don't**

Create a Lead Generator. ([worksheet](#))

## **Topic ideas: FAQs in your practice**

- *FAQs: "What to wear to family court?"*
- *Guide: "Considerations for parents when estate planning"*
- *Checklists*

**Attract clients you want, repel those you don't**

Remember that you are a farmer,  
Not a hunter.



# **Content development** can be:

- Website
- Webinar/Video
- Blog
- Social media posts
- Newsletter
- Article
- Brochure
- Printed/Ebook
- PDF Guide/resource

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**Character  
(Hero)**

**Who has a  
Problem**

**Who meets  
a Guide**

**The Guide  
provides a Plan...**

**and calls on the Hero  
to Take Action**

**Success**

**Failure**

In effective marketing,

**The client is the hero.**

**The attorney is the guide.**

**[Watch this presentation on effective messaging](#)  
**[Worksheets to help perfect your pitch](#)****

# Creating a marketing plan:

- **Gather your assets** – where will you share information about your firm and services? (newsletter, social media, virtual and in-person communities you belong to)
- **Implement the plan** – Determine frequency, write the copy, design materials, figure out how and when to publish, set deadlines
- **Refine and replicate this plan** – use feedback and data to refine and replicate your marketing in the future, and stay engaged with your contacts and former clients



# Branding for Lawyers



**“Building your brand doesn’t take millions. It takes imagination.”**

— Harry Beckwith, [Selling the Invisible: A Field Guide to Modern Marketing](#)

Get clear on what you want to be known for.

**Share your vision of  
who you want to serve and  
what problems you want to solve.**



**Rukayatu Tijani**  
FirmForTheCulture.Com/Book

I am what a trademark attorney looks like.  
Let's play big, together.

Contra  
Ruky

# Branding + Positioning Examples + Inspiration



**thehometownlawyer**

The Hometown Lawyer

Follow



599 Following 33.7K Followers 133.1K Likes

Josh Hodges  
Ohio Injury Lawyer  
Local Adventurer  
Not Legal Advice  
513-894-3333

[www.thehometownlawyers.com](http://www.thehometownlawyers.com)

Videos

Liked



Reply to ...



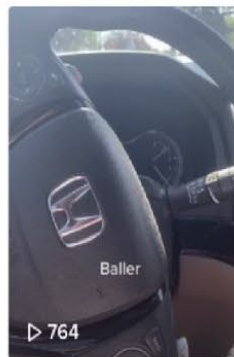
#food #cook #homechef ...



#baddriving #driving ...



#music #albums ...



#flex #gas #gasprices ...



#grindersandwich ...



#jelly #jam #preserves ...

Local  
**Kruger & Hodges**

# What's your business vision for your firm?

- Do you want to work with a certain kind of client?  
**Who?**
- Do you want to work in one very specialized area of the law? **What?**
- Do you want to pair your legal problem-solving skills with some other service or skills that you possess? **How?**
- Do you want to connect your firm and legal work with a higher purpose? **Why?** To what end?

# **When you clarify your vision for your firm, it will come through in:**

- Emails with current and prospective clients
- Blog posts and mini-posts on social media
- Your daily schedule and routines
- The “About Me” page on your website
- Your “About Me” conversations with friends, family, and business contacts

# Developing Your Personal Narrative

What is your mission as a lawyer?

What makes me or the services I provide as a lawyer unique?

What are my emotional or practical strengths? What knowledge do I have that can help prospective clients?

How does my background affect my perspective? What does it mean about the way I view the world that others can relate to?

What are those core tenets that I believe about the law? About life? How should that show up for my clients?

# Personal Narrative Tips

- **Be authentic to who you are as a lawyer and person** – know your motivation and stay true to that
- **Be consistent in your messaging** – use your personal narrative in everything you write



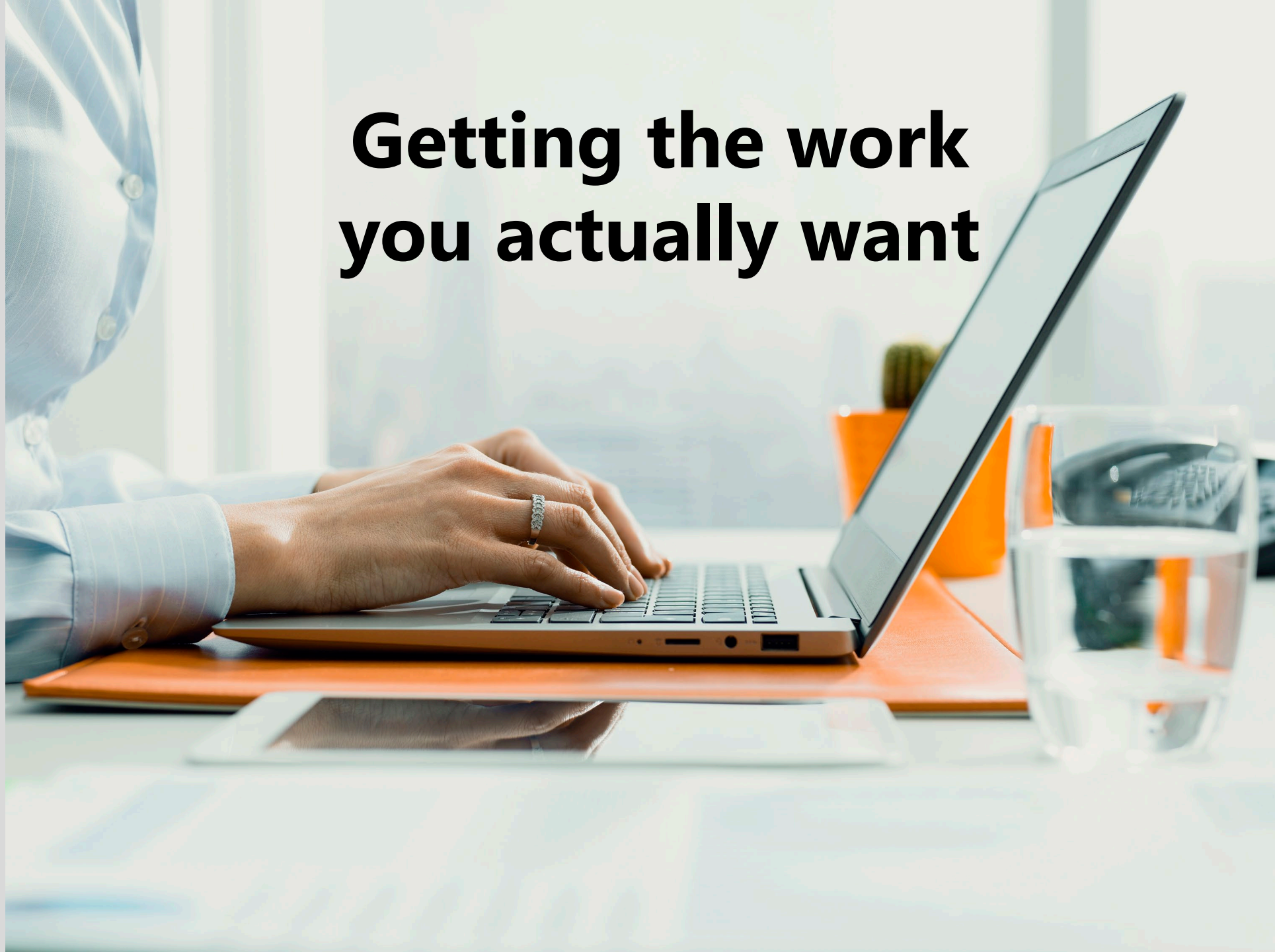
# LinkedIn for Lawyers

- **Profile – photo, name pronunciation feature, click on picture to do video introduction**
- **Header image – put the “ring the bell” picture in there for the follow**
- **Featured section – video content, imagery testimonials from google reviews**
- **Webinars, podcasts - put in featured post**
- **About section – who do you help, how do you help, what makes you uniquely qualified to help them**
- **It’s a lot harder to gain business traction if you don’t connect with people**
- **Skills – finding relevant skills – search different varieties and pick relevant skills**
- **Recommendations – give them out**
- **Add your publications**

# Google Business Profile

- **Free**
- **#1 place people look for reviews**
- **Need to have ways for happy clients sing your praises**
- **Need to motivate happy reviews to offset unhappy reviews**

**Getting the work  
you actually want**



## **Narrowing your focus**

- If you could only solve one legal problem, what would it be?
- If you could stop doing one type of work in your practice, what would it be?

If you want to do a specific type of work, don't brand yourself as a lawyer who does it all.

**Frame your focus the way you want to be hired**

## **Working towards your specialty:**

- Figure out **what cases/legal work you really like**
- Take time to **become an expert** in that area
- Do **pro-bono or low-bono work** until you can attract more paying clients in your specialty
- **Create content** related to your specialty and post it on your website, social media, newsletter, etc.
- **Set deadlines and goals**



**Have a process  
(and stick to it)**

# How do you work?

- Let clients know your process, (website, marketing, fee agreement)
- Steps to solve problem? (Meetings, questionnaire, research, drafting, review, final steps, closing the matter, etc.)
- Show the steps
- What part of the process does the client play?
- Do you stick to the process?



# Marketing yourself as a guide

- Guides **explain**, they don't sell.
- **The sales process is just a conversation** to help the client understand your process and connect with you and what you do
- Predict and notice **patterns**
- Streamline the steps and communication
- Teaching and sharing knowledge

# Nobody Wants What You're Selling

[Lee Rosen](#)

People don't want legal services. They don't want intellectual property advice, disability assistance, contract drafting, employment law, an estate plan, a divorce, or whatever legal service it is that you provide.

People want the *feelings* the legal services give them.

They want relief, freedom, or success. Clients want to feel powerful, in control, happy, satisfied, contented. They want to walk with their head held high, their chest puffed out, and confidence in their step. Each of us wants our own particular feeling, but it's still mostly a *feeling* that we really want.

Why, then, do we lawyers stuff our websites, our sales pitches, and our conversations with words about the legal services we provide, instead of the feelings the clients want to buy?

[For the full article, click here](#)

# **Branding Basics for Lawyers**

# Check in with your firm's brand:

- What is working for me?
- Is my branding consistent?
- Can I systematize this?
- Can I delegate this?
- Are there disconnects or inconsistencies?

# Brand Platform – Name and Visual

- **Firm name .**
- **Logo**
- **Colors**
- **Fonts**

Create a great logo



[99 Designs - Logo Design](#)

# Brand Platform – Language

- **Tagline** – What problems do you solve?
- **Positioning Statement** - How your service fills the particular need of your market
- **Brand Story**
- **How to Hire Me language** – Next steps

Which message is more effective?



# Juvenile Defense

Experienced former prosecutor  
who now focuses on the problems  
of juvenile defendants.

**Thomas Wight, Esq.**

Lawyer

136 Pryor Street SW

Atlanta, GA 30303

[www.juveniledefense.xxx](http://www.juveniledefense.xxx)



This is Serious

No one thinks their child will end up here  
For HELP when the unthinkable happens  
call

Thomas Wight

Attorney at Law

404-502-3967

# Website

- **Homepage**
- **About Page**
- **Services Page**
- **Contact Page**
- **Wordpress vs. Squarespace/Wix (own your content)**

# SEO Tips

- **Blog on your site**
- **1,000+ word articles**
- **Google Keywords and “People also ask/search”**
- **Outgoing links to sources (.org and .gov)**
- **Building: Expertise, Authority, Trustworthy**
- **Links back to your site (podcast, website, etc.)**

# Digital Branding and Marketing

- **Ebooks**
- **Email signature**
- **Blog content**
- **Newsletter template**
- **Videos/Webinars**

Inform . . .

Be careful not to give  
legal advice when marketing.

The Miranda marketing example . . .

You have the right to remain silent.

vs.

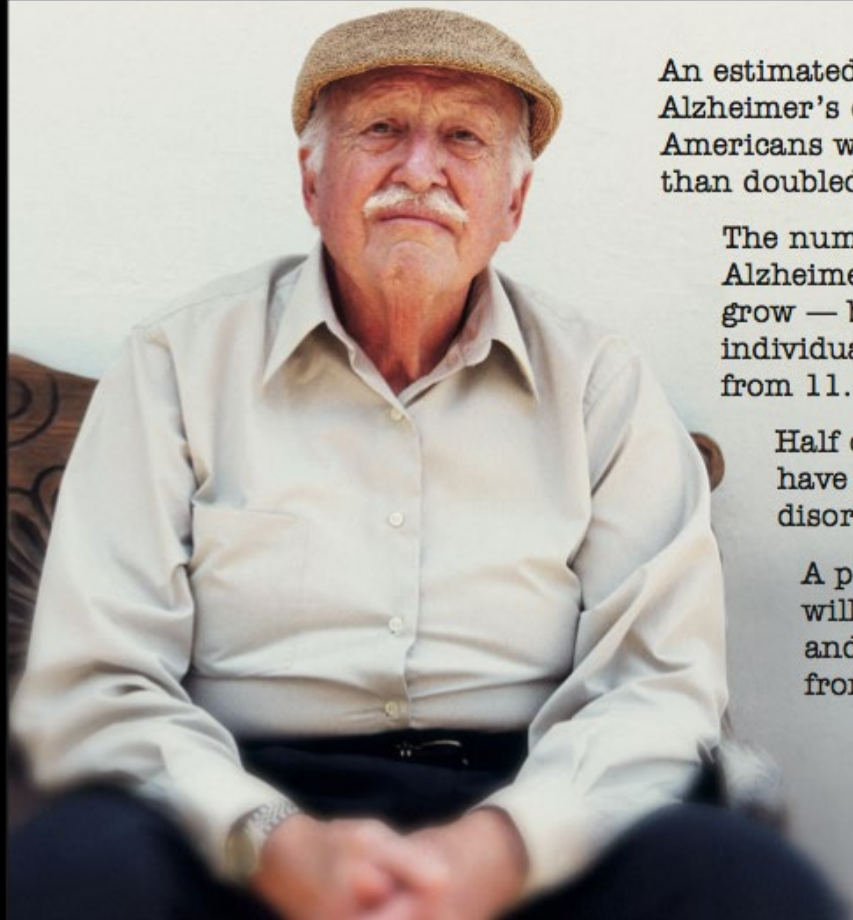
Never talk to the police.

# Print Marketing

- **Business cards** - [Moo](#)
- **Letterhead & envelopes**
- **Postcards**
- **Folders**
- **Brochures**



# “Dad Couldn’t Remember How To Get Home.”



An estimated 4.5 million Americans have Alzheimer’s disease. The number of Americans with Alzheimer’s has more than doubled since 1980.

The number of Americans with Alzheimer’s disease will continue to grow — by 2050 the number of individuals with Alzheimer’s could range from 11.3 million to 16 million.

Half of all nursing home residents have Alzheimer’s disease or a related disorder.

A person with Alzheimer’s disease will live an average of eight years and as many as 20 years or more from the onset of symptoms. .

The average cost for nursing home care is \$42,000 per year but can exceed \$70,000.

*(Source for all statistics: Alzheimer’s Association, [www.alz.org](http://www.alz.org))*

The answers to the legal and financial challenges posed by Alzheimer’s disease can only be answered on an individual basis by an attorney whose practice is concentrated on elder law, Medicaid planning, and estate planning.

**The Elder Law Firm of Marshall & Associates** is known throughout Pennsylvania for the expert help they provide seniors who are faced with long-term care needs.

### Take The First Step

Call today to reserve a place at one of our free seminars for seniors, their families, elder care professionals, and caregivers. Each presentation lasts about 90 minutes, including a “Question & Answer” session.

## *Elder Law Firm of* **Marshall & Associates**

### **Jersey Shore Office**

303 Allegheny Street, Jersey Shore, PA 17740-1405  
(570) 398-7603 (800) 401-4552

### **Williamsport Office**

49 E. Fourth Street, Suite 200, Williamsport, PA 17701-6355  
(570) 321-9008

### **Wilkes-Barre Office**

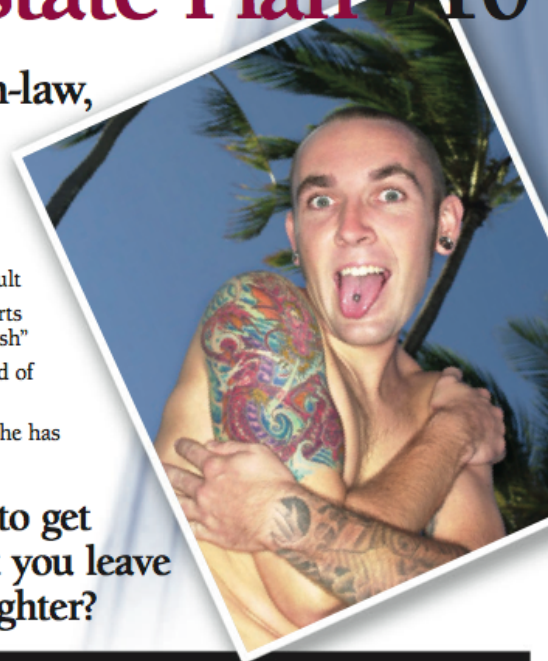
Cross Creek Pointe, Suite 402, 1065 Hwy. 315, Wilkes-Barre, PA 18702  
(570) 822-6919

# Reason To Make An Estate Plan #10

## Your son-in-law, Fred

- Hasn't had a job since 1999
- Belongs to a religion that you consider a cult
- Sells t-shirts at concerts by a band called "Phish"
- You suspect he is fond of chemical substances
- Thinks it's great that he has rich in-laws

Is he going to get  
*half* of what you leave  
to your daughter?



**Do not miss this FREE seminar!  
Two days only. Seating is limited.**

**Wednesday, February 15, 2006**  
10:00am-11:30am  
The Lodge at Rancho Mirage  
68-900 Frank Sinatra Drive  
Rancho Mirage

**Thursday, February 16, 2006**  
6:30pm-8:00pm  
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WWW.LEELAWYERS.COM

# The newsletter as a tool

- Goes out to your contact list
- Reminds your network of the work you do
- Top of mind – when to send?
- Provides information about your practice area or related topics
- Shares your point of view
- Informs and/or entertains

Focus on the problem you solve & the questions in the mind of the prospective client

## **Why the newsletter works**


- Targeted to your audience
- Regularity
- Long-term tool
- Becomes a part of your process
- More cost effective
- Few do it well
- Try hardcopy instead of electronic

[EXT][New post] By Search Warrant or Subpoena, the Government Will Get Your Gmail (and the Numbers Are on the Rise)



GRAND JURY TARGET <comment-reply@wordpress.com>

To Daniel Mills

 If there are problems with how this message is displayed, click here to view it in a web browser.

New post on GRAND JURY TARGET



## By Search Warrant or Subpoena, the Government Will Get Your Gmail (and the Numbers Are on the Rise)

by [Kropf Moseley](#)



[By: Sara Kropf](#)

I have a Gmail account for personal use. You likely do too. And nearly every one of my clients has one. In fact, Google owns about 43% of the email market. Gmail has about 1.8 billion users and about 306 billion emails are sent and received daily in 2020.

Who cares about Gmail this much? The federal government does.

That's because people still send a lot of interesting things via email. The government wants to use those emails to build their criminal cases, particularly in white-collar cases. We think about wiretaps as electronic surveillance since they happen in real time, but gathering email is a key part of how the government investigates potential crimes.

[GrandJuryTarget.com](http://GrandJuryTarget.com)


# What to do with marketing content

- Put it on law firm blog
- Send it out as an email newsletter
- Post it on social media
- Create a guide or resource on your website


[EXT][New post] Forfeiture-by-wrongdoing



Koehler Law <donotreply@wordpress.com>  
To ● Daniel Mills

 Reply

 F

 If there are problems with how this message is displayed, click here to view it in a web browser.

## New post on Koehler Law



### Forfeiture-by-wrongdoing

by [Jamison Koehler](#)

Under the "forfeiture-by-wrongdoing doctrine, a defendant forfeits his Sixth Amendment right to be confronted by a witness against him, as well as his objection to the introduction of hearsay, if he wrongfully procured the unavailability of that witness with the purpose of preventing the witness from testifying.

[Read more of this post](#)

[Jamison Koehler](#) | December 13, 2021 at 1:11 pm | Categories: [Evidence](#), [Legal Concepts/Principles](#), [Opinions/Cases](#) | URL: <https://koehlerlaw.net/?p=16381>

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<https://koehlerlaw.net/2021/12/forfeiture-by-wrongdoing/>



Jamison Koehler • 1st

Koehler Law

54m •



Under the 'forfeiture-by-wrongdoing doctrine, a defendant forfeits his Sixth Amendment right to be confronted by a witness against him, as well as his objection to the introduction of hearsay, if he wrongfully procured the unavailability of that witness with the purpose of preventing the witness from testifying.



The "forfeiture-by-wrongdoing" doctrine in Hairston

koehlerlaw.net • 2 min read



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Comment



Share



Send



Add a comment...





# Some long-term goals

- Build your database
  - Sign up for a CRM and begin building your list
  - Create a resource and have people opt in Choose
    - a niche practice area and become THE expert
      - Show up with information to educate (but don't give it all away)
      - Blog
      - Live Stream
- Establish yourself as an expert
  - Guest posts/appearances
  - Bar Association articles and CLEs
  - Media pitches
  - Host your own info sessions
  - Host a challenge
- Launch a new product, service, event online—SELL something

# Generate Money Now

- Offer virtual consults (paid and unpaid)
- Create an information product and sell it (helpful resources are needed)
- Host online events (paid and unpaid)
- Collaborate with other professionals who serve your same audience
- Offer a special (Wills, Expungements, Strategy Sessions)

# **Client Relations**

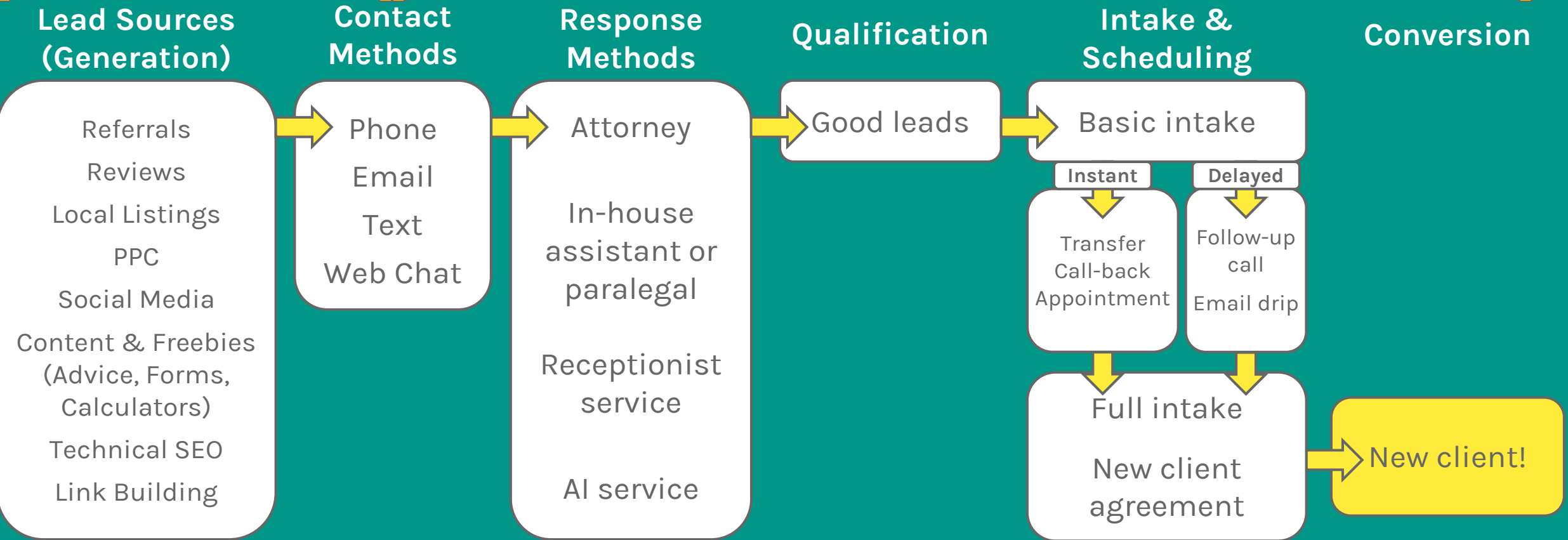
# **How are clients handled at the firm?**

- Who answers the phone? What do they say?
- Who returns new client calls?
- Who answers client emails?
- How are clients greeted at the office?
- Do appointments run on time? Are deadlines met?

# LEAD CONVERSION FLOW

## GENERATE

## CAPTURE



## Qualification

## Future Clients & Good Will



# Client contact protocol

- Training staff and services that interact with clients
- Courtesy
- Knowledge of law firm policies
- Maintaining professionalism
- Communicating expectations – both of the client and of the attorney

## Vetting a potential client:

- **Advance fee** (when is the need for your problem-solving ability at its peak?)
- The **interview** process & using a [questionnaire](#)
- Social media & public data bases
- Credit report: [Experian's service for lawyers](#)

## **When you need to close:**

- Are you talking to the decision maker?
- Can you solve this problem?
- Are there contingencies?
- Ask for the work you want to do



## After You Say “Yes”

- **Start work** in their presence
- Make sure they see you solving their problem
- Create a system of **informing & educating** that is personalized to each client
- Create a **client experience** in your firm

# Options for Client Questionnaire – store client information securely in a cloud system

- [Google Forms](#)
- [Microsoft Forms](#)

## **When to use a client questionnaire:**

- **Before a consultation** - conflicts checks, to determine whether the work fits in your plan
- **During representation**
  - Gather necessary information
  - Get feedback on client satisfaction
- **After representation** – feedback, testimonials

## **Feedback from current and former clients:**

- What should we keep doing?
- What should we stop doing?
- What did we *not* do that we should do?

**Happy Client?**

**Do they want to leave a 5-star Google review?**



# Setting and Maintaining Boundaries

- Start at intake and reflect expectations in fee agreement
- Clients may need to be educated and reminded of your firm's boundaries
- Boundaries keep you professional
- Unscheduled calls and meetings

# More on Boundaries

[LAP](#) at DC Bar

[Building Fences Not Walls Discussion](#)

Passcode: MN#DMa35



**Books:** Nedra Tawwab, [Set Boundaries, Find Peace: A Guide to Reclaiming Yourself](#) (also a [Workbook](#))

## Podcasts:

- Ten Percent Happier [#394. Staying Sane at Work](#) | Laurie Santos
- Ten Percent Happier [#406. That Rut You're In – This One Word Could Pull You Out](#) | Nedra Tawwab
- The Happiness Lab [When Guilt Is Good... and When It's Not](#)

# **A small client can refer a big client**

- Every client should feel like your most important client
- Informing & educating is essential
- Contact the client before the client contacts you
- If you can't help the prospective client, get them to the lawyer who can help them



## **Communicate clearly, and often**

- Be proactive – anticipate questions and answer them before they are asked (FAQ/client resource)
- After calls or meetings, summarize what was discussed and provide supplemental information for next steps
- Set clear expectations – best way to reach you

# **New Client Checklist:**

- Am I competent & efficient?
- Is this an ideal client?
- Is this work in my business plan?
- Will the fee be reasonable now, during & at the end of the representation?
- Are expectations addressed?
- Can I finish the work?
- Will I need help?

## **Clients to avoid:**

- The liar
- Exquisitely angry client
- Serial litigant who is pro se or has fired counsel
- The person who keeps interrupting you
- The unrealistic person
- The person who ignores boundaries & directions
- The person who does not value your effort
- The person with the unsolvable problem

# The challenging client

- Set expectations and boundaries
- Allow sufficient time and attention
- Document the effort you make and include it in the client file (phone calls, emails, texts, etc.)
- Include all documentation in the client file - [LEO 333](#)
- If you need to withdraw: [Rule 1.16\(b\)](#)

# **Productivity & Technology**

# Productivity & the Small Firm

- Profitability & growth are the result of a productive lawyer
- It's a question of using the right tool for the job
- It's stepping back, watching & creating workflows

# AI and its role in a small firm

- [ChatGPT](#) – test it out to assess its value and limitations
- AI can be good for – brainstorming, improving first drafts, repurposing an article or other writing for social media
- AI does “hallucinate,” so always double check citations and sources

# Video Tools

- [Describe](#) – free video editing, add transcription or captions
- [Videosocials](#) – present to a group on Zoom and get your video recorded and posted for your use
- Videos can be useful for: FAQs, process explanations, topics of interest to your clients and network
- AI video generation from text with [Synthesia](#)



Work on your firm, not just in your firm . . .





## ARE YOU **LAWYERING** OR **LABORING?**

**2.5 hours**

The average time an attorney spends on billable work per day.

**2.9 hours**

The average time spent each day on admin tasks.

**1.2 hours**

Of those 2.9 hours, the top 3 tasks are office administration (16%), invoicing (15%), and configuring technology (11%).

**2 hours**

33% of 6 hours/day not spent on billable work goes toward business development, indicating the importance of generating new clients.



## ARE YOU LAWYERING OR LABORING?

**23 minutes**

How long it takes to recover from an interruption. Attorneys are interrupted ~6/day, so that's a ~2-hour loss per day.

**2 out of 3 potential clients**

Folks who say their "decision to hire" is most influenced by an attorney's responsiveness to their first call or email.

**59 percent**

People, on average, who didn't hire an attorney even after a consult.

**86 percent**

The average amount of attorneys' earnings that is *ever* collected.

# Technology Tools

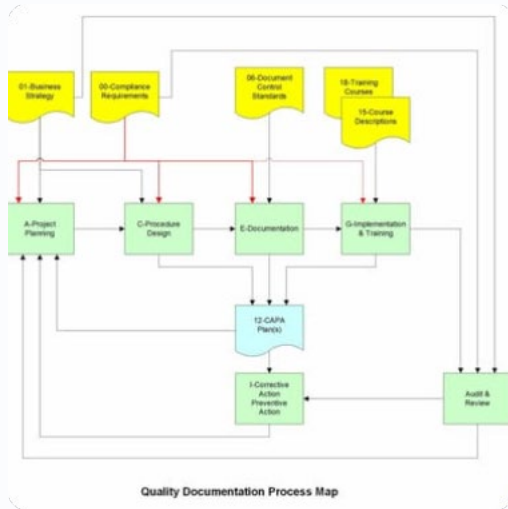
- Case management – MyCase, Clio (member benefits)
- Project Management – Asana, Trello
- Accounting – integrated, Xero, [Wave](#)
- Online File Storage – Google Drive, Dropbox, Box
- Phone system – Google Voice, Ring Central, Ruby Receptionists
- Scheduling - [Calendly](#)
- Scanner
- Webcam
- Microphone



# Embracing AI Technology in Law Firms

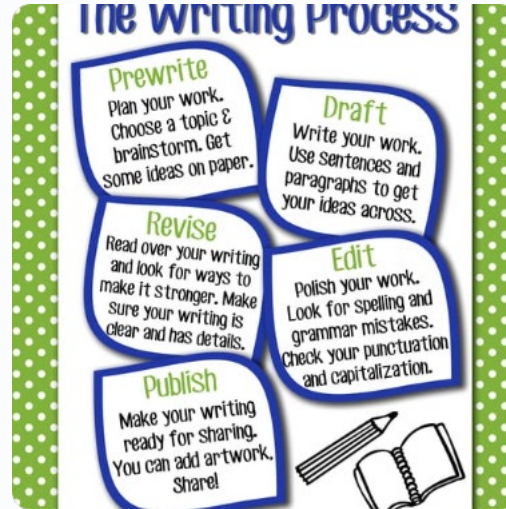
AI technology offers numerous benefits for solo attorneys and small law firms. Learn to utilize AI tools appropriately and you can streamline operations, increase efficiency, and unlock new growth opportunities in your firm.

# Maximize Efficiency with AI Technology



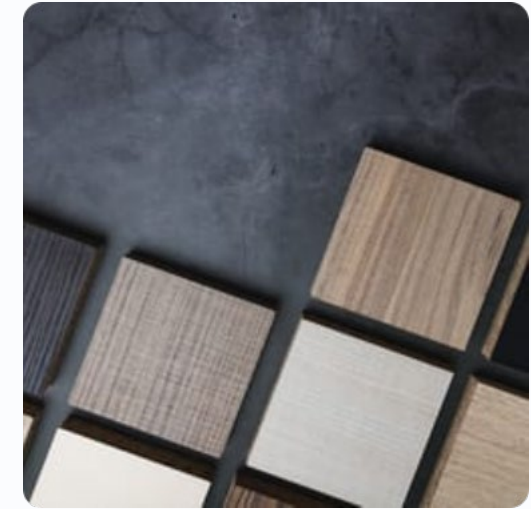
## Automated Document Review

AI technology can automate time-consuming legal tasks, such as document review, legal research, and contract analysis, enabling lawyers to handle a higher volume of cases with fewer resources.



## Writing Tools

Tools like GrammarlyGO, Jasper, and HoppyCopy help with drafting legal documents, email marketing, and grammar check.



## Design Work

Canva and Gamma app offer user-friendly design features for law firm branding and marketing materials, creating cohesive presentations and websites.

# Discover AI's Potential with ChatGPT

## Transform Writing

Use ChatGPT to summarize articles in a unique tone, lift writing to create engaging social media content, and draft emails.

## Brainstorm with ChatGPT

ChatGPT can assist with brainstorming potential responses to an email, letter, or text message.

## Practical Applications

Use ChatGPT to shed light on AI's potential within your firm by giving it a role and tone in your prompt to receive better responses.

# Effective Use of AI in Law Firms

## Translation Assistance

Attorneys can use ChatGPT's translation abilities to translate websites, blogs, and marketing content, which can then be edited for accuracy.

## Legal Research and Analysis

CoCounsel by Casetext provides comprehensive legal research, deposition preparation assistance, and contract analysis capabilities.

1

## Risk Mitigation

Review AI-generated work to check for errors, agree on conclusions, findings, and final work product. ChatGPT may manifest false citations, which can be risky if

2

## Automated Transcription

Descript can automatically transcribe audio and video footage, enabling easy editing of content for websites and social media platforms.

3

4



# Planning out your day

- What tasks do you need to accomplish?
- When are you most productive?
- When are you least productive?
- What environment do you work best in for accomplishing different tasks?
- Do you have staff? When are they working?

# Tools for tracking how you spend your time:

- [RescueTime](#)
- RescueTime collects data about how you spend your time on your devices, it categorizes the time and labels it as productive or distracting on a five-step scale

# Ways to make the most of your time:

- **Blocking time** – example: first 10 minutes of each hour to answer emails
- **Batch tasks** – doing similar tasks on Friday
- Knowing which hours are most productive
- Identifying tasks that can be done even when you get interrupted

# Being more productive:

- Teach yourself not to interrupt yourself
- [Pomodoro technique](#) – 25 minute chunks
- Keep a list – 3-5 items each day that are non-negotiable
- Schedule in a buffer to meeting times so you aren't rushing or showing up late

# Reducing interruptions:

- Find a new location to work
- Manage expectations (unscheduled calls)
- Delegate or postpone

# Scheduling

- Who manages your schedule?
- How do clients schedule a call or meeting with you?
- Do you take meetings every day of the week?
- How often do you have to reschedule meetings?  
What is your process for doing this?

# Automating Scheduling

- Software like [Calendly](#), [Bookings](#) or [Acuity](#)
- Integrates automatically with your calendar
- Add it to your footer and website
- Give the link to your assistant or answering service
- Only let people schedule times when you want to take calls/meetings

# Why automated scheduling works

- Less back and forth in emails
- Less staff needed
- Clients feel like you're available to them
- You can get into a routine
- Blocks out time for different kinds of work
- Batch your calls/meetings so you have less interruptions when you're working



# Case Management Software

- [Clio](#), [CosmoLex](#), [MyCase](#)
- Case management, document management, billing, payments, trust accounting, calendaring
- Practice management tools in one program
- Use free trials to test out interface

# Case Management Software

- [Clio is a DC Bar member benefit](#)
- [MyCase](#)
- [RocketMatter](#)
- [CosmoLex](#)

[Lawyerist review of case management tools](#)

# Standard Operating Procedures

- Tasks you do repeatedly
- Tasks you delegate
- Tasks that are complex

# Why SOPs can help your firm

- Save time
- Easier delegation
- Less mistakes
  
- Apps can help – [Trello](#)
- [Delegation resource](#)

# Alternative Options for Practice Management

- Work management software - [Asana](#)

The screenshot displays the Asana interface for a project titled "Marketing Campaign". The main view is a list of tasks, categorized into "Planning" and "Milestones". A mobile-style overlay on the right shows a detailed view of a task, including its name, due date, and status.

Task name	Assignee	Due date	Status
<b>Planning</b>			
✓ Campaign brief and launch timeline  3			Approved
✓ Overall goals and success metrics  2  5			Approved
✓ Approved budget			Approved
<b>Milestones</b>			
✓ Campaign creative concepts  3		Jun 19 – 27	In review
✓ Campaign messaging		Jun 18 – 20	Approved
✓ Select agency and secure SOW  3  2		Jun 21 – 22	Approved
✓ Media plan  8		Jun 25 – 26	In progress
✓ Campaign performance tracking  8		Jul 3	In progress
✓ Video assets completed		Jul 10	Not started
✓ Landing pages live on website  2  5		Jul 24	Not started
✓ Campaign launch!  8		Aug 1	Not started

**Task Detail Overlay:**

- Project: Marketing Brand Campaign
- Task: Campaign brief and launch timeline
- Due date: Jun 19 – 27
- Status: In review

# Alternative Options for Time Tracking/Invoicing

- [Freshbooks](#)

The screenshot displays the 'Time Tracking' interface in Freshbooks. At the top right, there is a green 'Generate Invoice' button. Below the title, there are tabs for 'track' and 'review'. The main area shows a weekly calendar for 'May 13-19' with a 'This Week' navigation and 'day/week' view options. The calendar grid has columns for days S (May 13) through Sa (May 19). Three tasks are listed:

- Wordpress Migration (Assembly We...)** (Development): 1:30 on M, 2:00 on T, 0:30 on W, 4:30 on Th, 5:00 on F. Total: 13:30.
- Social Media Marketing - June (Neu...)** (Design): 2:30 on M, 2:00 on T, 4:00 on W, 0:25 on Th, 0:30 on F. Total: 9:25.
- Logo Redesign (Sidecar)** (Design): 3:00 on M, 1:30 on T, 1:00 on W, 1:30 on Th, 1:30 on F. Total: 8:30.

A '+ New Row' button is located below the grid. At the bottom, a 'Save' button is on the left, and a summary row shows a total of 31:25.

	S May 13	M May 14	T May 15	W May 16	Th May 17	F May 18	Sa May 19	Total
Wordpress Migration (Assembly We...) Development		1:30	2:00	0:30	4:30	5:00		13:30
Social Media Marketing - June (Neu...) Design		2:30	2:00	4:00	0:25	0:30		9:25
Logo Redesign (Sidecar) Design		3:00	1:30	1:00	1:30	1:30		8:30
<b>Total</b>	—	7:00	5:30	5:30	6:25	7:00	—	31:25

# Automating legal forms with Mail Merge

- You need a word document and a spreadsheet
- Can be used for fee agreements, pleadings, forms, and any other document that gets used regularly in your practice
- Saves time
- Reduces errors
- Allows more legal work and less admin work
- [How to do it](#)

INSERT MERGE  
FIELDS FOR  
EVERY WORD OR  
PHRASE THAT  
YOU WANT  
FILLED  
AUTOMATICALLY

The screenshot shows the Microsoft Word interface with the Mailings tab active. The document is a legal notice with several merge fields highlighted in yellow. The text of the document is as follows:

Joshua S. Baron (#11506)  
Sharifi & Baron, PLLC  
50 West 300 South, Suite 905  
Salt Lake City, Utah 84101  
(801) 656-1901

Attorney for Defendant

In the «Court\_Name»  
«County», State of Utah

«Plaintiff_Name», Plaintiff,  vs.  «Defendant_Name», Defendant.	<b>NOTICE OF APPEARANCE OF COUNSEL FOR DEFENDANT, JURY DEMAND AND WAIVER OF ARRAIGNMENT</b>  Case Number «Case_Number» Judge «Judge_Name»
---	--

Joshua S. Baron moves the court to do the following:

1. Enter his appearance as counsel for Defendant,
2. Waive arraignment,
3. Enter not guilty plea(s) for Defendant, and
4. Set the case for a pretrial conference.

Additionally, Defendant demands a speedy jury trial.

*Joshua S. Baron*  
Attorney for Defendant

The Word interface includes the following elements:

- Top ribbon: Home, Insert, Draw, Design, Layout, References, **Mailings**, Review, View.
- Mailings ribbon icons: Envelopes, Labels, Start Mail Merge, Select Recipients, Edit Recipient List, Filter Recipients, Insert Merge Field, Rules, Update Labels, Preview Results, Find Recipient, Merge Range (All), To, Finish & Merge.
- Status bar: Page 1 of 1, 104 words, English (United States), 150% zoom.



WHEN YOU  
MERGE YOUR  
SPREADSHEET  
DATA, YOUR  
FORM WILL  
AUTOMATICALLY  
FILL WITH THE  
DATA

The screenshot shows the Microsoft Word interface with the Mailings tab active. The ribbon includes options like Envelopes, Labels, Start Mail Merge, Select Recipients, Edit Recipient List, Filter Recipients, Insert Merge Field, Rules, Update Labels, Preview Results, Find Recipient, Merge Range, and Finish & Merge. The document content is as follows:

Joshua S. Baron (#11506)  
Sharifi & Baron, PLLC  
50 West 300 South, Suite 905  
Salt Lake City, Utah 84101  
(801) 656-1901

Attorney for Defendant

In the Salt Lake City Justice Court Salt Lake, State of Utah	
Salt Lake City, Plaintiff,  vs.  John Doe, Defendant.	<b>NOTICE OF APPEARANCE OF COUNSEL FOR DEFENDANT, JURY DEMAND AND WAIVER OF ARRAIGNMENT</b>  Case Number 201000111 Judge Sydney Magid

Joshua S. Baron moves the court to do the following:

1. Enter his appearance as counsel for Defendant,
2. Waive arraignment,
3. Enter not guilty plea(s) for Defendant, and
4. Set the case for a pretrial conference.

Additionally, Defendant demands a speedy jury trial.

*Joshua S. Baron*  
Attorney for Defendant

Page 1 of 1 113 words English (United States) 150%



PRACTICE  
MANAGEMENT  
ADVISORY SERVICE

Dan Mills

[dmills@dcbar.org](mailto:dmills@dcbar.org)

571.213.3401



Kaitlin McGee

[kmcgee@dcbar.org](mailto:kmcgee@dcbar.org)

202.780.2764